

RFP FORMS

"RB" SERIES

REQUEST FOR PROPOSALS

PRODUCING AND DELIVERING THE

2007-2008 IOWA OFFICIAL REGISTER (REDBOOK)

RB-3

PROPOSAL FORM

Issued: November 15, 2007

Legislative Services Agency
State Capitol
Des Moines, Iowa 50319

Mr. Dennis Prouty, Director
Mr. Richard Johnson,
Legal Division Services Director

BIDDERS MUST COMPLETE THIS PROPOSAL FORM (RB-3) IN AN ELECTRONIC FORMAT. PLEASE CONTACT THE AGENCY (515) 281-3566 TO RECEIVE A COPY OF THIS FORM IN MICROSOFT WORD® AND TO RECEIVE A COPY OF THE 2005-2006 IOWA OFFICIAL REGISTER (REDBOOK). READ THE INSTRUCTIONS FORM (RB-1) AND CONSULT THE APPENDICES (RB-4).

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IOWA OFFICIAL REGISTER (REDBOOK)

Bidder's Name	Economy Advertising Company
	dba Tru Art Color Graphics

I. BID AMOUNT

The bid amount is the total contract price for producing and delivering books to the Agency, including the production and delivery of associated production items (i.e., sample covers and sets of press proofs) which may be adjusted to account for additional work.

A. Bid Amount. The bid amount accounts for the production and delivery of an order of books. Complete the following:

Response Box 1A Bid Amount

Total Number of Books	Estimated Page Count		Estimated Signature Count (16-page Signatures)		Bid Amount
	Per Book	Cumulative	Per Book	Cumulative	
1,500	480	720,000	30	45,000	\$27,360.00 \$18.24 each

B. Adjustments. The contract price may be adjusted to account for the following variables during production which could not be calculated when the RFP is issued.

- Actual Number of Books (Overrun).** The actual number of books which may be accepted includes a possible overrun of up to 100 books more than the book order. If the Contractor delivers books as part of an overrun, the Agency will pay for each additional book on a prorated basis.
- Actual Number of Signatures (Adjusted).** The actual number of signatures for each book may be adjusted during a production period. State the adjusted bid amount based on the actual number of signatures produced:

Response Box 1B Estimated and Adjusted Bid Amount By Signature for Book Order and Overrun

Signature Size	Signatures Per Book 16-page Signatures	Bid Amount	
		Book Order (For All Books)	Overrun (For Each Additional Book)
Estimated	30	\$27,360.00	\$18.24
Adjusted	Each Additional Full	\$637.50	\$.425
	Each Additional Half	\$427.50	\$.285



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	Each Fewer Full	\$352.50	\$.235
	Each Fewer Half	\$240.00	\$.16

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- C. Bid Amount Breakdown.** Break down the bid amount associated with book production and book delivery (not counting for any overrun):

Response Box 1C
Book Production and Delivery

Breakdown Divisions	Description	Amount	
		Order (For All Books)	Overrun (For Each Additional Book)
Book Production	That part of the bid amount which does not account for the packaging and shipment of books.	\$26,347.50	\$17.565
Book Delivery	That part of the bid amount which accounts for the packaging and shipment of books.	\$1012.50	\$.675

II. PRODUCTION AND DELIVERY

A bidder must produce and deliver production items (e.g., sample covers and sets of proof pages) in a manner that complies with the Agency's standards. See *Appendices (RB-4)*. If the bidder proposes an alternative, identify the item in which the bidder proposes to deviate from the standard and explain the alternative in Part IV.

- A. Production Materials and Workmanship.** The use of production materials and workmanship must comply with this RFP's standards or a reasonable equivalent alternative approved by the Agency. See *Appendices A and B*. The Agency will furnish the Contractor with a copy of the 2005-2006 Edition of the Iowa Official Register.

- 1. Paper Stock and Binding and Finishing Materials.** Other than the size of the book pages or the size of the books, the Agency will consider all reasonably equivalent alternatives to the standards specified in the Appendix regarding paper stock for book pages (Table A-2) and book binding and finishing materials, including but not limited to fabric (Tables B-2a and B-2b).

Response Box 2A
Use of Production Materials

Do you propose using the production materials (paper stock) and binding and finishing materials (fabric) as specified in this RFP?

Yes	x
No	—



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2. Agency Preference for Use of Recycled Paper Stock. The Agency prefers that 100 percent of the paper stock used for the books' text pages (page paper) contain at least 10 percent recycled material, when such paper stock is readily available, the price is reasonably competitive, and the quality meets the standards of this RFP.

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Response Box 2B Use of Recycled Paper Stock

Do you propose using recycled paper stock as specified in this RFP?

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

3. Book Block Construction (Burst Bound or Smythe Sewn). The Agency does not have a preference for constructing the book block by using a burst bound or Smythe sewn process. However, if the bidder proposes using the burst bound process, explain how the burst bound process produces a book block that is at least as durable as a Smythe sewn process and quantify the cost savings of using the burst bound process.

Response Box 2C Book Block Construction

Do you propose to use the burst bound process?

Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>

Do you propose to use the Smythe sewn process?

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

a. How is burst bound book as durable as Smythe sewn book?

Explanation

A burst bound book is not as durable due to the fact that glue will eventually deteriorate (become brittle or due to non-uniformity of application) while thread remains strong throughout the life of the book.



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b. What is the cost savings of using the burst bound process?

Explanation

We are not familiar with the costs as we do not recommend the process and are not familiar with availability in the area.

B. Delivery. A bidder must package and ship production items (i.e., sample covers and sets of press proofs) to the Agency by mail or courier, and package, load, ship, and unload books by carrier to the Agency in Des Moines, Iowa, in a manner that complies with the Agency's delivery instructions and production and delivery schedules, or provide a reasonable equivalent approach subject to approval by the Agency in Part IV. See *Appendices C and D (RB-4)*.

Response Box 2D
Delivery of Production Items and Books

Do you propose to deliver production items and books as specified in

Yes	x
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this RFP?

No ☐

III. COMPLIANCE WITH THE CONTRACT FORM

By submitting a proposal to the Agency, a bidder who is selected as the potential contractor by the Agency provisionally agrees to the terms and conditions as provided in the Contract Form (RB-2). Otherwise, provide both an explanation for refusal to agree to a term or condition of the Contract Form and a description of an alternative approach in Part IV.

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IV. ALTERNATIVE EXPLAINED

If a bidder proposes an alternative to a provision provided in this Proposal Form or the Contract Form (RB-2), briefly identify the provision, explain why the alternative is proposed, and explain why the alternative satisfies the objectives of this RFP. The bidder may attach additional sheets of paper if necessary to continue an explanation.

Explanation

Regarding the mitered corners on covers (table B-2b RB-4 Appendices), we will provide corners as we did on 2005-2006 edition, sides will overlap top and bottom at 45° angle.

End sheets will be 67# cover which is stronger then 80# text as specified.



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Bidder's Name

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V. STATEMENT OF WORK

A. Business Information. Provide information about the bidder's business:

Response Box 3
Bidder's Business

Category		Bidder Information
Business Name		Economy Advertising Company
Principal Place of Business	Street Address	2800 Highway 6 East
	City, State, and Zip Code	Iowa City, IA 52240
State of Incorporation		Iowa
Federal ID Number		42-0229090

B. Communication. Provide information about the bidder's project managers, responsible for communicating with the Agency's Project Manager (Mr. Richard Johnson) regarding this RFP. See *Appendix C, Table C-3 (RB-4)*.

1. Proposal Manager. Provide information about the bidder's Proposal Manager who would be



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responsible for completing and submitting this Proposal Form:

Response Box 4a Proposal Manager

Category		Bidder Information
Personal	Name	Willis M. Bywater
	Title	Chairman
Business	Street Address	2800 Highway 6 East
	City, State, and Zip Code	Iowa City, IA 52240
Contact	Telephone Number	(319) 337-9623 x125
	E-mail Address	jmann@bacadv.com
	Pager Number (if any)	--

Bidder's Name	Economy Advertising Company dba Tru Art Color Graphics
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2. Operations Manager. Provide information about the bidder's Operations Manager who would be responsible for carrying out the day to day operations of producing and delivering the books:

Response Box 4b(1)

Verify Whether the Proposal Manager is the Operations Manager

Is the Proposal Manager also the Operations Manager?

Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>

Response Box 4b(2) Operations Manager (If Not the Proposal Manager)

Category		Bidder Information
Personal	Name	Steven J. Brown
	Title	V.P. Manufacturing
Business	Street Address	2800 Highway 6 East
	City, State, and Zip Code	Iowa City, Iowa 52240



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Contact	Telephone Number	(319) 337-9623 x610
	E-mail Address	
	Pager Number (if any)	

3. **Contract Manager.** Provide information about the bidder's Contract Manager who would be responsible for discussing issues regarding the Contract Form (RB-2) if the bidder were selected as the Contractor:

Response Box 4c(1)

Verify Whether the Contractor Manager is the Proposal Manager or Operations Manager

Is the Proposal Manager also the Contract Manager?

Yes	x
No	_____

Is the Operations Manager also the Contract Manager?

Yes	_____
No	x

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Response Box 4c(2)

Contract Manager

(If Not the Proposal Manager or Operations Manager)

Category		Bidder Information
Personal	Name	N/A
	Title	
Business	Street Address	
	City, State, and Zip Code	
Contact	Telephone Number	
	E-mail Address	
	Pager Number (if any)	

- C. **Production Locations.** Provide information regarding the location of production operations for the production of production items (e.g., sample covers and sets press proofs) and books:



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Response Box 5 Place of Production

Category		Bidder Information
In-state Production	Percentage of Production Located in this State	100% ____ Less than 100% x
	Principal Place of Production Street Address, City, State, and Zip Code	2800 Highway 6 East
		Iowa City, Iowa 52240
Out-of-state Production	Principal Place of Production Street Address, City, State, and SZip Code	111 Oakcreek Drive
		Lincoln, NE 68528
	Secondary Place of Production Street Address City, State, and Zip Code	N/A

Bidder's Name	Economy Advertising Company dba Tru Art Color Graphics
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- D. **Subcontractors.** Provide information regarding subcontractors used in the production and delivery of production items (e.g., sample covers and sets of press proofs) and books.

Response Box 6a Verify the Use of Subcontractors

Will you use a subcontractor to produce or deliver production items or books?

Will Use	x
Will Not Use	____

Response Box 6b Subcontractor Information for Production — Production Items or Books

Category	Bidder Information	
Name	Pease Bindery	
Principal Place of Business	Street Address	111 Oakcreek Drive
	City, State, and Zip Code	Lincoln, NE 68528
Principal Place of Production	Street Address	Same
	City, State, and Zip Code	



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Percent of Total Production	31%
Type of Production	Fabricate & Decorate Covers Smythe sew text signatures, round & back, case bind
Qualifications	Bound the 2005-2006 Iowa Official Register

Response Box 6c
Subcontractor Information for Delivery — Production Items
(Nationally or Regionally Recognized Courier)

Category	Bidder Information
Name UPS, Fed X	Contract manager may also provide delivery

Bidder's Name	Economy Advertising Company dba Tru Art Color Graphics
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Response Box 6d
Subcontractor Information for Delivery — Books
(Freight Company)

Category	Bidder Information	
Name	Dohrn Transfer Co.	
Principal Place of Business	Street Address	625 3 rd . AV
	City, State, and Zip Code	Rock Island, IL 61201
Qualifications	Established in 1921, Dohrn is a family business based in the Quad Cities serving Iowa, Nebraska, Illinois, Missouri and portions of four other Midwest states. The fleet includes 400 tractors and over 1300 trailers	

E. Publications. Provide information regarding bidder's publication of similar books.

Response Box 7a
Production of Past Editions of State Official Registers

Verify that the bidder has produced and delivered the Iowa Official Register or an official	Yes	x
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Verify that the bidder has produced and delivered the Iowa Official Register or an official register for another state within the last five years.

Yes	<input checked="checked" type="checkbox"/>
No	<input type="checkbox"/>

Response Box 7b

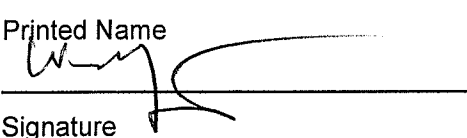
Production of a Book Similar to the Iowa Official Register (Pages with Four-color Photographs and Stamping on the Front Cover/Spine)

Category		Bidder Information				
Book	Title and Year of Publication					
	State's Official Register	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	
Customer	Name					
	Street Address					
	City, State, and Zip Code					
Customer Reference	Name					
	Title					
	Telephone Number					
	E-mail Address					
Bidder's Name		Economy Advertising Company dba Tru Art Color Graphics				

VI. AUTHORIZED SIGNATURE

A person authorized by the bidder must sign and date this proposal. The signed proposal as submitted to the Agency shall bind the bidder to the terms and conditions of this proposal for 30 days.

Response Box 8 Authorized Representative

Willis M. Bywater	Chairman	12/04/07
Printed Name	Printed Title	Signed Date
		
Signature		



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Bidder's Name

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VII. ATTACHMENTS

- A. *Sample — Paper Stock.*** Regardless of whether the bidder can verify compliance with the specifications of this RFP, provide a sample of the paper stock that the bidder proposes to use or a reasonable match to the proposed paper stock.

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Attach Sample of Paper Stock Here and
Submit a Full-page Sample as Part of the Proposal

The paper stock would be exactly the
Same as furnished on the 2005-2006 edition

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- B. Sample — Cover Fabric.** Regardless of whether the bidder can verify compliance with specifications of this RFP, provide a sample of the cover fabric that the bidder proposes to use or a reasonable match to the proposed fabric.



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Attach Sample of Cover Fabric Here

The cover color and texture would be the same as furnished on the 2005-2006 edition.

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